

# The **CREDIT UNION BRIDGE**

THE WAY TO ECONOMIC BETTERMENT

THIS BEARS MY NAME  
KEEP PURPOSE CONSTANT HERE

EDWARD A FILENE  
1860 1937



(See Page 11)

Official Publication

August 1950

Credit Union National Association



# Políciés of Cuna

*As Adopted by the Board of Directors  
of the*

*Credit Union National Association  
and Amended to May 1950*

## Objectives

(a) To advance, encourage and foster the principles and practices of cooperative pooling and use of the credit and financial resources of average salaried and income groups.

(b) To exemplify the ideals—of the equality of man—freedom of opportunity—and unselfish cooperation—by their practical application in the control and use of credit and financial resources.

(c) To encourage thrift, regulated savings, and prudent economic management of credit and financial resources. That credit union members be urged to save at least 10% of their earnings regularly and to invest, preferably, their savings in credit union shares and deposits.

(d) To afford all persons an opportunity to have a direct voice in the control of all public, financial and economic affairs.

(e) To coordinate and unite all credit union groups—encouraging organization activities—frequent group assemblies—interchange of thought—and in all manner necessary advancing their ideas and ideals.

(f) To provide loan facilities at the lowest possible rates and to combat the imposition of excessive and usurious rates of interest by example and by providing credit union facilities for those in need.

(g) To encourage and promote the establishment and maintenance of effective governmental supervision of credit union operations.

(h) To require governmental supervising agencies to permit collaboration by CUNA in strengthening credit union operation and preventing credit union dissolutions.

## Taxation

(a) That the National Association declare itself to be unopposed to such taxation which may be assessed against credit unions for the purpose of maintaining the benefits of social legislation, such as old age compensation and unemployment insurance, provided the extent of such taxation does not impair the organization or operation of credit unions affected in accordance with the gen-

erally accepted credit union principles. That in all other respects the policy of the Credit Union National Association with regard to taxation shall be as heretofore, to wit: To preserve the tax exemption principles afforded credit unions.

(b) The Credit Union National Association shall maintain a continuous program of public relations. Such a program shall include publicity releases to newspapers, magazine articles, luncheon, dinner and club meeting speakers—all aimed at keeping the attitude of the public right. Such a program directed from National headquarters should tend to draw favorable editorial comment instead of the criticism for tax dodging often used by the uninformed.

## Interest Rates

We recommend that the present legal maximum interest rate for loans be maintained at such rate that does not exceed 1% per month. That out of the income derived by the credit unions, they shall provide first for all essential reserves, adequately compensate the treasurer or the managing official as the case may be, provide all the incidental credit union services, place itself on a sustaining basis, pay a uniform dividend to all credit union members entitled to a dividend and then, and then only shall it consider the advisability of returning to the borrower a portion of the interest paid in the form of patronage dividend.

## Uniformity of Interest Rates

The Credit Union National Association approves the charging of interest on the basis of 1% a month on unpaid balances on all loans. However, if any lowering of rates should be deemed necessary or advisable, such reductions should be applied on an equitable basis to all members.

## Dividend Rate

We recommend to all credit unions that they pay dividends in conformity with current rates of interest on similar types of savings.

## Disposition of Income

That it should be the policy of all credit unions to transfer to the guarantee fund only such amounts as are

required by the respective laws under which they operate.

## Investments

That in the investment of surplus funds, it be the policy of credit unions to recognize the factor of safety and liquidity. The primary investments of credit unions should be made in those areas wherein the credit union exerts some measure of control.

## Audit and Examination

That all leagues survey all regulations and facilities within their jurisdiction affecting audit and examination of credit union operation and that such audit and examination be strengthened, if required, by legislative enactment or other essential action.

## Liquidation

That every effort be made to prevent the liquidation of credit unions, and any credit union that may contemplate liquidation shall be urged to consult its chapter, league and CUNA before starting any such action.

## Credit Union Services

That in view of the increased cost of living and economic uncertainties, it is important to exert an all-out effort in rendering all credit union services, within the scope of governmental regulation, with confidence and courage.

## Mailing List

That mailing lists of credit unions and credit union membership be not made available to persons not officially entitled thereto except under most unusual circumstances and then only with the approval of the Executive Committee in the case of CUNA, and in the case of leagues or credit unions, the Boards of Directors.

## The Credit Union Bridge Policy

That it be the policy of the Credit Union National Association that The Credit Union Bridge should not be used as a medium for political purposes or propaganda, whether relating to the credit union movement or state and national affairs, and in furtherance of this policy should not accept for publication any political advertisements, articles, letters or other material of political nature.

## Jurisdiction Disputes

That whenever a dispute relating to matters involving jurisdiction arises between credit unions which operate in different states or provinces, that such dispute should be submitted to the Credit Union National Association, via their respective leagues for advice and counsel; and where any such dispute arises between credit unions which operate in the same state or province, that

such dispute should be submitted to their league for advice and counsel.

#### Liquidating Investments

That credit unions refrain from liquidating investments to meet temporary needs, but that such funds needed temporarily be secured from other sources.

#### Coordination

(a) That all activities of the Credit Union National Association be conducted with the full recognition and understanding of the international character of our organization.

(b) That there be an educational committee in every league chapter and credit union for which adequate financing shall be provided and to which due importance shall be attached.

#### CUNA Cooperation

That it is the duty and privilege of CUNA to counsel with leagues comprising its membership but not with the individual member credit unions of those leagues if the said leagues object.

#### Limitations

In order to foster the basic credit union principle of thrift, it is the policy of the Credit Union National Association to advocate that credit unions impose no limitations as to maximum amounts in either share or deposit accounts.

#### Cooperation With Other Organizations

That the Credit Union National Association Incorporated cooperate in every possible way with all other organizations whose aims are identical with or similar to those of our association for the furtherance of the credit union movement in all parts of the world.

#### League Operations

The Credit Union National Association advocates and encourages all leagues to carry on their internal affairs in a manner conducive to self-sufficiency and self-perpetuation; consistent, however, with good business practices.

#### Public Relations

The Credit Union National Association shall permit the use of our copyrighted symbol (The Little Man with the Umbrella) by non-affiliated credit unions.

#### Supplies for Non-Affiliated Credit Unions

In our effort to promote good will, better understanding of cooperative enterprise, and public service, it shall be the policy of this Association that every credit union, regardless of its affiliation, shall be entitled to acquire its supplies from either a league depot or from Cuna Supply Cooperative.

## Wisconsin Credit Union League

# At the State Fair

**W**ALKING by the credit union booth at the Milwaukee (Wisconsin) State Fair a passerby said to his associates, "We have a credit union at our plant." A fellow in another group stopped in front of the booth, and pointed out the name of his credit union on the big chart to his friends and said, "See our outfit listed there. We're getting pretty big."

The booth was manned by 10 volunteers from the Milwaukee Chapter of Credit Unions. The booth attendants would stand in front of the booth and hand credit union literature to any that would take it. A "Thank You" was spoken to all who accepted it, and no one was observed to drop it in sight of the booth. The attendants first handed out the leaflets "What Is A Credit Union" and "They All Endorse." After some experiments they used only the leaflet "What Is A Credit Union."

Giving out the leaflets often led to a conversation about credit unions. Some of the fair visitors showed an interest in having more literature, and a sufficient quantity was on hand to supply those who expressed a special interest. If a person stopped the booth attendant might say, "Perhaps you are a member?" and "Where do you work?"—and possibly "Could you arrange a meeting

with a number of the other employees present?"

Another feature of the booth was a couch and 4 chairs, which seemed to be appreciated.

One of the best attractions of the booth was the big chart listing many of the local credit unions, the number of members, and the assets. It caused many observers to stop and was a means for starting many credit union conversations.

#### CREDIT UNIONS SERVE INDUSTRY

WISCONSIN INDUSTRIAL MANUFACTURERS WHOSE EMPLOYEES ARE SERVED BY CREDIT UNIONS HAVE BEEN MOST IMPRESSED BY THE RESULTS.

INDUSTRY	CREDIT UNION	MEMBERS	ASSETS
AMERICAN AIRCRAFT	AMERICAN AIRCRAFT CREDIT UNION	1,200	\$1,000,000
AMERICAN AUTOMOBILE	AMERICAN AUTOMOBILE CREDIT UNION	1,500	\$1,200,000
AMERICAN BRASS	AMERICAN BRASS CREDIT UNION	1,000	\$800,000
AMERICAN CANNON	AMERICAN CANNON CREDIT UNION	1,100	\$900,000
AMERICAN CHINA	AMERICAN CHINA CREDIT UNION	1,300	\$1,100,000
AMERICAN CLOTHING	AMERICAN CLOTHING CREDIT UNION	1,400	\$1,200,000
AMERICAN COFFEE	AMERICAN COFFEE CREDIT UNION	1,600	\$1,300,000
AMERICAN CUP	AMERICAN CUP CREDIT UNION	1,700	\$1,400,000
AMERICAN DRESS	AMERICAN DRESS CREDIT UNION	1,800	\$1,500,000
AMERICAN EYEGLASS	AMERICAN EYEGLASS CREDIT UNION	1,900	\$1,600,000
AMERICAN FURNITURE	AMERICAN FURNITURE CREDIT UNION	2,000	\$1,700,000
AMERICAN GUN	AMERICAN GUN CREDIT UNION	2,100	\$1,800,000
AMERICAN HAT	AMERICAN HAT CREDIT UNION	2,200	\$1,900,000
AMERICAN JEWELRY	AMERICAN JEWELRY CREDIT UNION	2,300	\$2,000,000
AMERICAN KITCHEN	AMERICAN KITCHEN CREDIT UNION	2,400	\$2,100,000
AMERICAN LACE	AMERICAN LACE CREDIT UNION	2,500	\$2,200,000
AMERICAN LUGGAGE	AMERICAN LUGGAGE CREDIT UNION	2,600	\$2,300,000
AMERICAN MACHINERY	AMERICAN MACHINERY CREDIT UNION	2,700	\$2,400,000
AMERICAN METAL	AMERICAN METAL CREDIT UNION	2,800	\$2,500,000
AMERICAN MILL	AMERICAN MILL CREDIT UNION	2,900	\$2,600,000
AMERICAN MIRROR	AMERICAN MIRROR CREDIT UNION	3,000	\$2,700,000
AMERICAN MUSIC	AMERICAN MUSIC CREDIT UNION	3,100	\$2,800,000
AMERICAN NAIL	AMERICAN NAIL CREDIT UNION	3,200	\$2,900,000
AMERICAN OIL	AMERICAN OIL CREDIT UNION	3,300	\$3,000,000
AMERICAN PAPER	AMERICAN PAPER CREDIT UNION	3,400	\$3,100,000
AMERICAN PIANO	AMERICAN PIANO CREDIT UNION	3,500	\$3,200,000
AMERICAN RAILROAD	AMERICAN RAILROAD CREDIT UNION	3,600	\$3,300,000
AMERICAN RUG	AMERICAN RUG CREDIT UNION	3,700	\$3,400,000
AMERICAN SHIRT	AMERICAN SHIRT CREDIT UNION	3,800	\$3,500,000
AMERICAN SHOES	AMERICAN SHOES CREDIT UNION	3,900	\$3,600,000
AMERICAN SILK	AMERICAN SILK CREDIT UNION	4,000	\$3,700,000
AMERICAN SOAP	AMERICAN SOAP CREDIT UNION	4,100	\$3,800,000
AMERICAN SPOON	AMERICAN SPOON CREDIT UNION	4,200	\$3,900,000
AMERICAN STEEL	AMERICAN STEEL CREDIT UNION	4,300	\$4,000,000
AMERICAN STITCH	AMERICAN STITCH CREDIT UNION	4,400	\$4,100,000
AMERICAN TIE	AMERICAN TIE CREDIT UNION	4,500	\$4,200,000
AMERICAN TOY	AMERICAN TOY CREDIT UNION	4,600	\$4,300,000
AMERICAN TRUNK	AMERICAN TRUNK CREDIT UNION	4,700	\$4,400,000
AMERICAN VASE	AMERICAN VASE CREDIT UNION	4,800	\$4,500,000
AMERICAN WATCH	AMERICAN WATCH CREDIT UNION	4,900	\$4,600,000
AMERICAN WHEEL	AMERICAN WHEEL CREDIT UNION	5,000	\$4,700,000
AMERICAN WINE	AMERICAN WINE CREDIT UNION	5,100	\$4,800,000
AMERICAN WOOD	AMERICAN WOOD CREDIT UNION	5,200	\$4,900,000
AMERICAN YACHT	AMERICAN YACHT CREDIT UNION	5,300	\$5,000,000

Some benefits were immediately observed. One meeting was scheduled with a group of plant employees to consider the formation of a credit union. Seven other groups were noted who evidenced interest in having a credit union. It caused many credit union members to tell their friends about their credit union, and many became aware that the credit union movement was much more than just a local plant idea.



# We Accept That Challenge

DETROIT FIRST TO ACCEPT CHALLENGE OF SOUTHERN ILLINOIS

by Gurden P. Farr

THE lines are drawn. No quarter will be expected or given.

The fight is on.

The Detroit Chapter of Credit Unions accepts the challenge of the Southern Illinois Chapter. It agrees to contribute \$1,000 to the 1950 POP Drive. And it expects to press Southern Illinois to the limit it set in its challenge. Get that extra thousand ready, Southern Illinois!

#### Vitality Interested

I, personally, am vitally interested in the POP Program. The Detroit Postal Credit Union, which I manage, has contributed \$250 each year since the program started, and I am sure it will do as well this year. Perhaps better.

I am confident, too, that other Detroit credit unions are becoming increasingly enthusiastic about the possibilities of the POP idea. Not to mention the credit unions throughout the United States and Canada. In fact, after the demonstration POP has already made, which climaxed this spring with the dedication of Filene House, it will surprise me if \$2,000 proves to be the largest chapter contribution of this year's drive. I dare hope that a number of the larger chapters will contribute well over that amount.

#### Serious Business

Because this is serious business. We want a public relations program that is worthy of the credit union movement. No other cause is so worthy of a top-flight public relations program.

Few other causes anywhere near so worthy have been asked to carry on their public relations work with so little cash. We have had to hobble along, when we should be flying ahead, carrying credit union service not to only 13,500 groups, but to 100,000.

We can no longer kid ourselves. The average man in the street has hardly even heard the name "credit union." Much less does he know what the credit union can do for him.

And the average executive, the average educator, the average social worker, the average public opinion molder—none of these key concerns of a fine public relations program know much, really, about credit unions. Certainly they do not know enough about the public service credit unions render, to be moved to throw their influence wholeheartedly behind us. Until we have a public

more popular exhibits at national conventions and expositions. These cost money.

We should have the staff required to work more closely and more effectively with other major service organizations—labor, business, church, agriculture.

We should be able to distribute, much more freely than we now do, highly attractive printed materials.

#### That is Why

That is the sort of program the credit union movement needs, and has so far lacked for want of sufficient cash. That is the sort of program we credit union people will be proud of, and proud to pay for. As more and more of us see the possibilities of CUNA's POP (Public Relations Organization and Publicity) Program, we shall get increasingly enthusiastic about POP Drives. Each year will find greater amounts contributed to do the jobs that so badly need to be done.

Each year we shall raise our sights higher. This year, after our recent success, I know we shall raise our sights very much higher indeed.

That is why Detroit credit unions so gladly accepted that challenge. That is why I say again, "Get that extra thousand ready, Southern Illinois!"



Gurden P. Farr, treasurer Detroit Postal Credit Union, Past President Michigan Credit Union League, Past President Credit Union National Association.

relations program that wins this wholehearted public support, we have a serious amount of unfinished business ahead of us. That is to say, until then, certainly the POP Program is profoundly serious business.

#### For Instance

For example, we ought to have a regular continent-wide radio program. A million dollars would not be too much for that. One hundred thousand dollars, at least, is not an unreasonable hope for such a purpose.

We ought to have a series of really entertaining and informative credit union movies. Many more thousand dollars needed.

We should be able to sponsor many

## THAT CHALLENGE

THE SOUTHERN ILLINOIS Chapter of Credit Unions pledges at least \$1,000 to the 1950 POP drive.

Furthermore, it challenges your chapter to give more. In addition to the \$1,000 it has pledged, it agrees to match the largest amount contributed by any one credit union chapter during the period of the drive, in excess of \$1,000, up to \$2,000.

# IT CAN BE DONE

By James J. Girvan, Asst. Treas.

Philadelphia Rex (Railway Express) Credit Union

FOR almost ten years I had listened to Philadelphia credit union people tell me it was impossible to get Philadelphia credit unions out to any affair. They claimed that the usual fifteen organizations who showed up at chapter meetings were all you could expect.

the rest "just would not go along."

I saw the reason why this need be so, but it was not until last June that I had, or took, the opportunity to prove otherwise.

John Harris, our chapter president, was looking for someone to chair—our 1949 Credit Union Day

Dinner. No one seemed to want the job, so I agreed to take over.

## Two Essential Steps

I knew that two essential steps needed to be taken. We had to plan an affair that would make people want to come, and glad they did. And we had to see that the attractiveness of the program was called strongly to the attention of as many people as possible, as many times as possible. I did not overlook the use of printed notices and bulletins, but I knew I could not depend upon them alone.

## The Program

T. W. McGrath, of the Knights of Columbus Credit Union, helped us get U. S. Senator Francis J. Myers as our principal speaker. We also arranged to have present J. J. McClary, general superintendent, Railway Express Agency; A. William Lawry, president, Pennsylvania Credit Union League; and Claude Orchard, director, Bureau of Federal Credit Unions.

The Philadelphia Quartermaster Depot Federal Credit Union agreed to act as host; an excellent menu was prepared; and provision was made for after-dinner visiting, dancing, and refreshments.

## The Promotion

Then, to make sure we had a turnout worthy of the chapter and the program, I really got to work. I mailed out 137 regular letters, I wrote 100 personal letters in long-hand (the "Dear Joe" type), made 90 telephone calls, and visited twelve boards of directors. Then I distributed tickets and set a deadline for their return. All this in addition to the usual announcements and bulletins.

Those who objected that the cost was more than they could pay, I reminded that their credit union might properly pay the fee.

## The Result

So, on Credit Union Day, 1949, the Philadelphia Chapter of Credit Unions had its greatest and most successful dinner meeting. There were 480 persons present, from 55 credit unions.

And there was no question that

**The Credit Union Bridge**



Many delightful ladies were among those present.



Those present from the Philadelphia Quartermaster Depot Federal Credit Union, the host credit union.



At speakers table were J. J. McClary, general superintendent Railway Express Agency; Senator Francis J. Myers; A. William Lawry, president Pennsylvania Credit Union League; Claude Orchard, director Bureau of Federal Credit Unions; and the Rev. Dr. Melvin Forney.



those who came were glad they did. It was a great affair. And my personal satisfaction was, of course, as great. I had proved that it could be done.

At the next regular chapter meeting four new credit unions were present.



**Zachariah Ashworth**

**New Executive Committee Member**

ZACHARIAH ASHWORTH of Providence, Rhode Island is the new vice-president for the Northeastern District, and member of the Executive Committee of CUNA. He was president of the Rhode Island Credit Union League in 1944 and 1945. In 1947 he became treasurer of the league and alternate national director, and the national director in 1948. He is a member of the Founder's Club, and a director of the Rhode Island Central Credit Union.

Mr. Ashworth is assistant superintendent of production for the Narragansett Electric Company. He has worked with the company for 29 years, and since graduating from high school. He took up extension courses in law, journalism, and insurance during the early years of his employment.

In 1927 he was married, and has one daughter, Carole Ann, age 16. Mrs. Ashworth is also an active patron of the credit union movement, and has accompanied her husband to the last 4 meetings of the Credit Union National Association.

### Learning of Virtues and Faults

WE LEARN our virtues from the friends who love us; our faults from the enemy who hates us. We cannot easily discover our real character from a friend. He is a mirror, on which the warmth of our breath impedes the clearness of the reflection.—Richter.

# Credit Unions and Your New Car

(Reprinted from *Motorman, Conductor and Motor Coach Operator*)

A MICHIGAN STATE COLLEGE professor bought a car for \$1,720 and paid off the loan in less than 30 days. But when he took out the loan he was charged \$210 interest—and got no refund for the interest paid in advance.

That kind of auto sales gouging has brought down the wrath of a special Michigan investigating committee. Up in arms at gouging practices that, it estimates, is costing Michigan car buyers \$25 million annually, the committee has urged Governor G. Mennen Williams to take steps to stop such abuses.

A spotlight of publicity has been focused on this amazing gouging on the part of a relatively few auto dealers in Michigan. But much less publicity has been brought on the quiet but effective solution to much of this and other abuse by small loan operators—financing through credit unions.

For example, the Detroit Newspaper Industrial Credit Union, whose membership is open to both AFL and CIO unionists in the Detroit newspaper trades, has saved its members thousands of dollars in charges on consumer financing, including auto loans.

It does so simply by charging the member 1% a month on the unpaid balance of his loan—or the equivalent of \$6.50 on each \$100 borrowed and repaid in 12 equal monthly payments. If the member pays off his loan ahead of time, he pays interest only on the amount he actually used for exactly the time he used it. Also, by providing the member with cash, it enables him to bargain for his purchases more effectively.

An estimated 50% or more of Michigan's 327 credit unions—owned and operated by church, fraternal, community, school, farm, industrial, government, utility and cooperative groups—make auto loans.

Whether they do or not, and the number of loans made, depends on the size of the credit union. But the important thing is that thousands of Michigan wage earners have an easy way out of the vicious circle of auto sales gougers—and gougers in other merchandising lines.

Credit union financing—which means saving your money and bor-

rowing it from yourself and your associates—has many extraordinary advantages that only become clear when you realize you're dealing with yourself. These advantages help to explain the undeniable fact that credit unions are the nation's fastest growing type of small loan operation in the U. S. today.

To see some of the advantages, let's compare the sort of thing that happens to the hapless victim of a Michigan auto gouger, with the way the credit union handles the same transaction.

On the statement of sale for an automobile which a Detroit worker brought for \$1,541.95 last May, is a little notation, "Dealer's reserve included in finance charge—\$29.20." In plain language this is a kickback by the finance company to the dealer. It is one of the abuses which Michigan legislators are trying to eliminate by the present drive, and one which Detroit newspapers have exposed.

Credit unions, owned by members, have no need or incentive to kickback to dealers. Why should members kick back their own money?

Also, on the statement of sale for the same Detroit car deal, insurance is shown at \$98.50, and financing at \$150.62. Yet the statement made as required by law and stapled to the policy is \$138.62 for financing, or \$12 less; and \$90.50, or \$8 less, for insurance. However, a rubber stamp notation on the legal statement shows a \$20 charge for insurance.

What had happened is that the dealer had absorbed the \$20 overcharge for insurance and financing by giving the buyer some worthless insurance policies that did not include the most important insurance—bodily injury and property damage.

Credit union financing protects the borrower against such shenanigans because there are no trick clauses or hidden overcharges. And just as important, most credit unions also provide loan protection insurance. This insures the life of the borrower to the amount of the unpaid balance of his loan. In case of the borrower's death all security pledged is released. No widow or other heir, or cosigner

is faced with the obligation. Nor is the borrower, if he becomes permanently disabled and the credit union carries, as most do, the loan protection policy which covers disability as well as life. Both are made available by the credit union-owned and controlled CUNA Mutual Insurance Society.

Finally, the Detroit auto buyers contract was discounted. He had an unpaid cash balance of \$840, and an insurance and finance charge of \$249.12—for a total of \$1,089.12, the minute he signed the contract. If he paid this off the week after the sale, he would have paid a total of \$249.12 for the use of \$840 for one week.

In the case of the college professor who started this story, the \$210 interest he paid on the \$720 loan for less than 30 days, the Detroit News pointed out, would have amounted to an interest rate of 3,088% a year.

No such fantastic interest charges were possible in credit union financing. You pay no set amount of interest or extra charges. You pay only the advertised rate, a low per cent, on the unpaid balance.

Legislation that passed the Michigan Senate last year but was defeated in the House would have forbidden simple interest of more than 25%, and would have scaled discount rates at 6, 9, and 12%, depending on the age of the car being financed, the News said. "Simple interest" is the actual charge for the use of the money, as the credit union does, computed on an annual basis.

The News said the Michigan investigating committee "found few buyers who understood that a \$10 interest charge on a \$100 loan was a 10% charge only if the loan were kept for a year, that if it were repaid in 6 months it became a 20% charge."

This type of deception, of course, is not found in credit union operations, where there is no incentive to cheat.

Protection of this kind is immensely valuable to borrowers who

tend to get mixed up in hidden clauses, legal phrasing, etc., and who do not understand finance terms very well. In a credit union there is nothing to conceal and no elaborate terms to follow.

### *Will You Help*

## Let's Really Organize

W. B. Tenney

Assistant Director of Organization

**T**HERE IS IN NEARLY EVERY PERSON an innate desire to help one's fellow men. In some people this spirit becomes so deeply buried it is never permitted to find expression in even one kind act during an entire lifetime. Usually this results from a deluge of adverse experiences in early life. In other people it is so freely expressed they are frequently ridiculed—and have even been crucified—by the "more normal" folks who cannot quite comprehend their high motivation. The most peculiar part of this matter is that while we deride the unselfish man we secretly admire and respect him. Our ridicule is a rather poor attempt to save our own conscience for our lack of courage to follow his example as best we can. When we are completely honest with ourselves we show our respect and praise him by attempting to follow his path.

Credit unions are predicated on the principle of the brotherhood of man and we who proclaim openly our faith in the credit union plan are vociferous in our support of that principle. Our most successful credit unions are those which closely followed it in their operation. We are all as familiar with these things as we are the contours of the face we

shave every day—or apply makeup to each hour. Even so, a great many of us fall a little bit short of living the ideals we so strongly profess to believe. We hide our light behind a mental barrier, saying we have not the abilities displayed by others, and we parade a galaxy of reasons for our inactivity. We deny ourselves the feeling of exaltation which accompanies unselfish giving—a feeling that is inexplicable to anyone who has not experienced it. Worst of all, we deny ourselves needlessly.

### Elements to Organize Credit Unions

Anyone can organize a credit union. The first and most difficult part of that job is to achieve in your own mind the desire—the sincere conviction that you want to organize a credit union. After that, the rest is just a matter of working at it until you succeed. Learn from the bumble bee. According to the theory of aerodynamics, his body is too heavy for his wing surface and he can't fly. The only thing wrong with the theory is they forgot to tell the bumble bee, and in his ignorance he just goes ahead flying. Somewhere along the line you convinced yourself that organizing a credit union was a very difficult task and you had



Three views of the Elmer Rust placed in the lobby by the Missouri Credit Union League

**The Credit Union Bridge**



not the ability to succeed in it. Nothing could be further from the truth. If it took superior talent and special intelligence there would be far less organizers. Most of the volunteer organizers who have formed one or more credit unions have not the time to concentrate on developing those traits just to organize a credit union. Actually there are only three vital elements necessary to organize a credit union. These are: (1) the desire to organize; (2) a meeting with seven or more members of a prospective group; and (3) a set of charter papers. You may not succeed every time you have these three elements together, but if you bring them into contact often enough there is sure to be an explosion and a credit union will be formed. No one will deny that experience in organizing is valuable and it definitely contributes to success in your efforts. Experience can be gained in only one way—start out; and pick it up as you go along. You can read about the experience of others and you can talk to organizers until your tongue hangs down to your knees and still you will not have a fraction of an ounce of experience. The reading and the talking will help, without a doubt, but even they are lost until you actually go to work.

#### Volunteers Vital

Yes, we are asking for help—your help—in the organization of new credit unions. This does not mean the employees of leagues and CUNA are not organizing. It does mean a recognition of the important part contributed by volunteers in reaching the present total of credit unions and an awareness of the need for a greater amount of volunteer effort if we are to accomplish the organization goals we have set. There are in North America somewhere between eighty and ninety thousand groups waiting for credit union service. They need the credit union. It is our obligation to meet that need as quickly as we can. The efforts of all employed personnel cannot get the job done in a reasonable time—at our present organization rate it would take eighty years even with the volunteer effort we now enjoy. Therefore we must increase our rate and that can be most quickly done through a widespread volunteer plan. Will you help?

(If you would really like to organize a credit union but feel that you lack the "know-how" for some reason, please write your league or the Organization and Education Department of CUNA and ask for information and help.)

# Toledo Heights REVISITED

By Rev. W. B. Faherty, S. J.

ON A WARM Sunday in late February, Father Charles Murray, S.J., of Pueblo drove to a little knoll at the edge of town called Toledo Heights. As the car moved down the main street—called Murray Road in his honor—countless Spanish-American children waved a warm welcome. Well they might! Just five years before the credit union, which Father Murray started at Mt. Carmel Parish, had saved the homes before which the children stood—as *Bridge* told its readers in March, 1947.

Since that time, the Mt. Carmel Credit Union has not been content to rest on the record. It has helped more than 200 families become homeowners. These homes, of course, are not of the Cape Cod variety to be found in the suburbs of Boston, or of the ranch type that abound in St. Louis County. They are simple adobe dwellings, typical of the Southwest, built by Spanish-Americans themselves. They are homes of the poor; but homes where family life flourishes and the many children of Spanish-American families learn to be God-fearing men and women.

Mt. Carmel was fortunate, too, in

securing as manager one of the leading credit union men in the Midwest. Richard Lagerman had to move to the mile-high area for his health. That was Pueblo's good fortune. The program Lagerman has pushed in his fifteen months at the foot of the Rockies deserves careful attention by credit unioners everywhere. Thus, a second installment of the Mt. Carmel story is in order.

#### Along Murray Road

Readers of the previous Mt. Carmel article will recall the story of the Battle of Toledo Heights in the summer of 1945. A little east and north of the huge Colorado Fuel and Iron Company steel mills that make Pueblo the industrial center of Colorado, stood a small barren hill, where a number of Spanish-American people had settled. Before 1937, the residents paid a dollar a month rental to the Jackson-Carlisle Land Company. After that time no one came for the rent.

This situation lasted for eight years until July, 1945, when a resident of Pueblo acquired tax title to the property. He intended, so the word got around, to collect from ten to twelve thousand dollars ground



Manager Dick Lagerman is showing a chart of progress to a few of the leaders of the Mount Carmel Parish Credit Union. In the back row are: Joseph Cocciavillani, credit committeeman; Michael Ciro, supervisory committeeman; Clarence C. Bellinger, director; and Rev. Charles J. Murray, S.J., Assistant Treasurer and Pastor of the Parish. In the front row are: Connie Montelongo, assistant manager; Philip Biundello, president; and Peter Jasper, secretary.

rent. Of course, the squatters could not afford the money.

In desperation, they sought out two attorneys, Clarence Bellinger and Robert Faricy. These men were able to clear the way for the squatters to gain legal possession of the property on which their homes stood. Next, the Toledo Heights residents appealed to the two-year-old parish credit union in their difficult situation. Treasurer Carl Ochiate advanced four thousand dollars to purchase the property rights. Once each resident had paid off his share of the loan, he received a clear title to his home.

Today, as mentioned above, the number of families who have become home owners, with the help of the credit union has gone over 300. Further, the credit union has started its own sub-division, with homes being built around a central playground and park area.

The Mt. Carmel Credit Union pioneered, too, in another way. In a ceremony reminiscent of a medieval knighting, the officers knelt recently before the high altar in their Pueblo Parish Church and promised to perform their duties as best they were able. Like the knights of the Middle Ages they were pledging loyal service to the church and their fellow men. To conclude this unique ritual—believed to be the first of its kind in the country—Father Charles Murray, S. J. called down God's blessing on the credit union and placed it under the protection of the Holy Family of Nazareth. This service fittingly symbolizes the closeness of the spiritual and temporal in the program of Mt. Carmel Parish.

#### A Welcomed Arrival

To those familiar with the credit union movement, Dick Lagerman needs no introduction. He had been President of the Missouri State Credit Union League, a Director of both the Kansas State and the Missouri State League, and a Director of the Credit Union National Association, before coming west. During this time, too, he had organized countless parish credit unions. His arrival in Pueblo was like a welcome rain to Southern Colorado. The Mount Carmel Directors hired him as full-time manager of their credit union at the beginning of 1949.

The results of his zealous spirit soon became apparent. In the 6 years up to 1949 the assets were \$15,000; the amount of loans granted totaled \$250,000; and membership increased about 70 per year. But in 1949 the assets doubled, the loans granted

totaled \$150,000 for the one year; and the membership was increased by 150. At the beginning of March, 1950, the credit union had one hundred thousand dollars out in loans.

#### The Problems Beyond the Ledger

Lagerman's leadership is noticeable in far more ways than on ledger sheets. He is credit consultant for all his poor people. In late February of this year, Dick recalls, Max Esquivel entered the credit union office wondering how a certain loan company kept its books. "I borrowed \$80 last June," Max remarked, "paid \$80 in eight monthly installments of \$10"—and then with an energetic and typically Spanish shrug of the shoulders—"but still I owe one hundred and eight dollars! How can this be?"

During the steel strike last autumn, a Mount Carmel man with eleven children was almost destitute when he came into the credit union's office. Dick knew the man's sterling reputation and recommended his request to the credit committee.

Dick uses the back of the mimeographed parish weekly religious bulletin to carry credit union information to parishioners. A brief message accompanies a cartoon. "Would you pay fifty cents for a loaf of bread?", a recent bulletin asked. "Of course not!" came the rapid-fire answer. "Money, too, is a commodity—then what price a loan?"

"Look before you leap!", Dick warned in the January 29th Bulletin. While the main actor in the accompanying cartoon looked as if he had rolled half way down the Sangre de Cristo mountains, in reality he represented a loan shark victim who had just come to realize what those 18 "easy payments" meant in round numbers.

Every once in a while Dick puts

out more permanent printed advertising. One brochure tells the credit union experiences of three Mt. Carmel families, the Antonio Volpes, the Eduardo Montiel and the Amarante Castros. Each of these families lost their father in an accident last summer. Take the typical case of Ramona Montiel. Her husband died suddenly, leaving nine children, and a \$270 debt to the credit union,—the last installment on their home. When Ramona visited the credit union offices, she found that this debt had been canceled. Now one of the most ardent advertisers of the credit union, Ramona tells everyone she meets: "Thank God for our credit union!"

"Not for profit, not for charity, but for service" is the slogan Dick puts at the bottom of every bulletin.

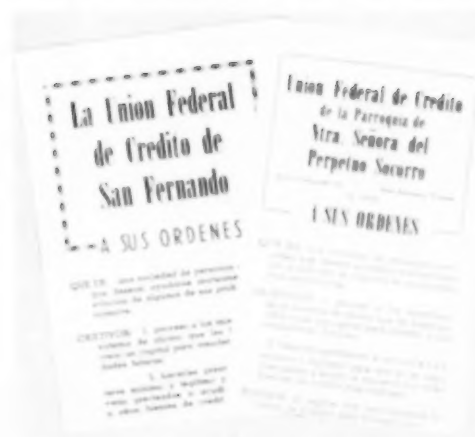
#### Junior Captains and Lieutenants

On a ridge that gives a sweeping view of the Rockies from Pikes Peak in the northwest to flat-top Fisher Peak on the New Mexican Border, stands the new, attractive parish school. Benedictine Sisters teach the two hundred and thirty-eight children in six grades.

To the newcomer entering the building, the first thing that catches his eye is the credit union record on the bulletin board. The recorded sums are very small—like Toledo Heights in contrast to the Hujatello Peaks—but the children of Mount Carmel are learning thrift.

They are encouraged to save a little money each week—even if it is only five cents. A sixth-grade boy is Captain of the thrift club, and he has a Lieutenant in each room. Careful records of each grade are kept, and at the end of the year the credit union will have a party for the leading class.

To build credit union interest



among the children, the pastor and manager recently sponsored a poster contest. Children in all grades participated, prizes going to the best in the lower three classes, and to the best in the upper three. The children could get help with ideas for the poster, but had to do the work themselves. An unexpected result of this was a heightened interest among the parents in the credit

union, and a considerable increase in membership.

Much has been done at Mt. Carmel. But very rightly Father Murray and Manager Lagerman realize they have just begun. Other big city credit unions overshadow their association in assets and membership. But as far as tangible good is concerned, none can surpass their work in the shadow of the Sangre de Cristo.

## GETTING ALONG

### With Less Than Perfection

(Reprinted from the *Machine Cooperative*)

A WISE man once said, "If thou art a master, sometimes be blind, if a servant, sometimes be deaf." This is just another way of saying, "Don't expect too much of people." Let us give them credit for trying to do their best, even if their best is not perfect. With regard to perfection, it takes eternity to understand perfection, so that if we met it here below we would not comprehend it anyway. If we expect to find it in anyone, or in ourselves, we are mad.

When you look over a few years the things about other people that stuck out as insupportable at the time have become almost completely blurred. They no longer annoy you. You can smile at even the most trying episodes. In fact, you sometimes enliven your conversation by telling anecdotes of how you were made to suffer in school, or how you were humiliated at your first dance, or how the foreman you used to have would cuss you out. Usually you wind up by saying, "It seems so funny now, although it meant a lot at the time."

#### Why Postpone Laughter

But if a snub or a humiliation is going to turn into a good joke later, or at worst, into a shrug of the shoulders, why not try to see it the same way at the time? If you can't just dismiss the incident why not reflect that it is probably a just retribution for something unkind you have done yourself, to someone else, some time ago?

Perhaps the boss was a shade overbearing today, calling your attention to that discount you forgot, or that missing order for two-by-fours—weren't you a little brusque at home this morning when the porridge was cold (because you didn't come when you were called)? "But the boss bawled me out in front of everybody," you say. Well, you said your piece in front of the children this morning, didn't you? And it

might be that your wife would like them to think well of her, and to look up to her.

And so it goes. What it all boils down to is that a great many things in this world are not too important. Basically we have four material problems to face—food, clothing, shelter, and health, for ourselves and our families. Anything that threatens these fundamentals so severely that there is danger of losing them might be judged serious, and worthy of concern. Not worry, concern. Worry implies purposeless fretting, concern implies foresight.

#### Classify Your Problems

Take the matter of clothing, for instance: "I have to get a new coat this winter, and I don't know where the money's coming from." What's the worst that could possibly happen there? No new coat. All right, but if you made out last winter you could probably survive another season in the old one. And that's the worst that could happen. More than likely you can get the coat, by borrowing from the credit union and paying it back over a fairly long period. If you pay back \$50 at the rate of \$10 per month your interest will be only \$1.50. So if the coat is really a matter of necessity the thing to do is seek the aid of the credit union.

Perhaps your worry is about a place to live. That comes under shelter, and it's a problem worth thinking about. Not worrying, though. Planning is the word. Always with the thought in mind that probably no family has ever been on the street for the night yet, in the entire history of the nation. Perhaps you're overcrowded in your present quarters, and you haven't saved enough money yet to get a housing loan. Meanwhile everyone's in everyone else's way, the children are driving you mad and the landlord is surlier by the minute. What can you do?

First, establish order and quiet. Clear the place of unnecessary bric-a-brac so as to eliminate congestion and nagging about possible breakage. Work out a policy with your neighbor whereby you can have the children taken out for long airings by either one of you. This will give you opportunities for rest, as well as making the youngsters more inclined to sleep. So much for the present. As to the future, if you put a certain amount in the credit union regularly, taking it out of your income each week before you begin buying anything, your dream of a home of your own will be realized all the sooner.

Food? Most of us manage, and will manage, to get enough to eat. Plain, inexpensive foods are even better for you than the luxuries you long for but feel you can't afford. And that brings us to another worry—health. One thing is sure—health was never improved by worrying. Blue Cross and Blue Shield benefits will take care of unforeseen sickness emergencies. If you have no such protection borrow from your credit union immediately to pay the premium. Don't delay.

#### Don't Cross Your Bridges . . .

Considered under the four classifications we have mentioned, worries seem simpler and more capable of solution. Sure, you can think of other ones but they really fall under these headings too. Education for your children, so they can earn food, clothing, etc., also. The credit union can help there too. And if you need more than you can conveniently borrow, youngsters have been known to work their way through college, emerging none the worse. After all, you are not expected to provide for your children from cradle to grave. Do you fear possible insecurity in your own old age? Again it's a matter of planning instead of worrying, of moderate living and frugality—with the credit union.

With material worries greatly discounted by wise foresight, we shall have time to concentrate on the reason why we are really here—to prepare for the life to come.

#### COVER PAGE

THE PICTURE is of the bronze bust of Edward A. Filene presented by the Missouri Credit Union League that stands in the lobby of the new Filene House building in Madison, Wisconsin. The inscription over the bust was provided by the Ohio Credit Union League, and was taken from the poem written by Robert A. Kloss to commemorate the dedication of the new building.



# What About It?

BY C. F. EIKEL, JR.

Answers to your credit union questions by Cuna assistant managing director

## On Bond Coverage

QUESTION: (FROM MINNESOTA)

We have a position bond which covers our treasurer only, although our assistant treasurer, or any member of the supervisory committee, occasionally takes over the duties of the treasurer in his absence. Would the individual who takes care of the treasurer's work in his absence be covered by our bond?

ANSWER:

Yes, any individual who performs the duties of a bonded position in the absence of the regular employee is fully covered under his bond. This action should be entered in your credit union minutes. The bond will not provide coverage on both individuals, however, if they are both performing the duties of the bonded position at one time.

## Distributing Leaflets

QUESTION: (FROM NEW YORK)

We have been using the CUNA Supply poster and leaflet display units, and keep the pockets full of leaflets. In fact, that is what is worrying me. Very few leaflets are being taken from the pockets. It looks like a waste of money and space to keep the leaflets there. Do you have any suggestions?

ANSWER:

Perhaps you do not have the display unit hung at a good place. It should be in a spot where a number of people pause quite often—at a drinking fountain, beside a time clock, where people wait in line, and so forth. People will glance at a poster and get its message as they wait by. They are not so likely to stop specifically to pick up a leaflet, although a percentage will, if the leaflets are attractive and well placed.

It is true that the best way to get leaflets read is to distribute them individually. This may best be done by handing them out in the course of personal conversations. The next best way is to enclose them with a personal note or letter. Personal sounding circular letters may also be used very effectively. A leaflet distributed



You are invited to submit your questions on any credit union problems to this department. You are also welcome to contribute your own ideas on the answers printed here. What's on your mind?

alone without something in the way of a personal presentation is not so effective, direct-mail people report.

## A Special Printing Request

QUESTION: (FROM NEVADA)

Does the CUNA Supply Cooperative print letterhead stationery and envelopes?

ANSWER:

Yes, CUNA Supply does print letterhead stationery and envelopes to order for credit unions. You may obtain details regarding stock, prices and delivery dates by writing directly to the CUNA Supply Cooperative, Filene House, Madison, Wis.

## Federal or State Charter

QUESTION: (FROM INDIANA)

Our chapter has a committee which is endeavoring to organize credit unions. The question has arisen as to whether these credit unions should be formed under state or federal law. What does the Credit Union National Association recommend in this matter?

ANSWER:

Whether a credit union is formed under state law or federal law is unimportant. The Credit Union National Association does not favor any one law in preference to another.

## Employed in Hazardous Work

QUESTION: (FROM CALIFORNIA)

Are people engaged in hazardous trades eliminated from coverage under CUNA Mutual's Loan Protection contract?

ANSWER:

CUNA Mutual Insurance Society

does not eliminate or restrict the benefit of its contracts to persons who might be engaged in an occupation classed as a hazardous trade. There is no mention made in our contracts as to the type of occupation that members of credit unions might be engaged in.

## Leaves Field of Membership

QUESTION: (FROM GEORGIA)

If I obtain an Individual Life Insurance policy from CUNA Mutual Insurance Society and then left the credit union field, would the insurance become null and void?

ANSWER:

No, the policy would remain in effect as long as you continued to make premium payments regardless of whether or not you continue to maintain affiliation with the credit union.

## Which Total Is Insured

QUESTION: (FROM CALIFORNIA)

Recently one of our members died. He owed the credit union \$127. He also had \$30 of shares in our credit union. We have a Loan Protection contract with CUNA Mutual Insurance Society. One of our officers maintains that our claim should be in the amount of \$97, that is the amount of the loan less the member's share balance. Is this true?

ANSWER:

The amount of the claim on this insurable loan would be \$127. In other words, the amount of the member's unpaid balance of the loan at the time of his death. The shares which this member had in your credit union are available for disbursement to his family or estate in accordance with the estate laws in your state.

## On Loan Limits

QUESTION: (FROM MISSISSIPPI)

The Board of Directors of my credit union is reluctant to increase the loan limit, which now is \$1000, and as treasurer, I feel this should be done. Our assets are \$75,000 and we have enough experience and money to make larger loans to help our members. I think our Board is

wrong and would like to know what other credit unions are doing.

**ANSWER:**

You are correct in desiring to raise the loan limits now in effect in your credit union. Your Board of Directors has an obligation to all members of the group. One of their responsibilities is to understand the purpose of a credit union: to promote thrift among the members and care for their credit needs is basic.

Failure to increase loan limits as the credit union grows simply means that you are not taking care of the credit needs of your members and force them to go elsewhere for larger loans. The members have a right and a natural desire to do business with their own organization. They enjoy special privileges over most Americans because they can have the benefits provided through credit union membership. I feel sure your Board wants to do the right thing. To improve homes and purchase cars today requires, in many cases, more money than your present loan limit. However, don't make large loans and forget the small ones. Be sure to take care of them and not freeze too much money in a few large loans.

The credit unions which change the rules to meet changing conditions and sincerely try to be of service to the members grow much faster, become stronger in spirit as well as reserves, and have no fear of bad loans.

**1950 POP Program**

**QUESTION: (FROM CALIFORNIA)**

Is it the intention of the National Association to again sponsor a Credit Union Day this year? Someone mentioned that the program at Madison for the cornerstone-laying ceremony replaced the Credit Union Day program as arranged last year. I, personally, believe it is a good idea to have an annual Credit Union Day. It helps to get people together who normally do not attend any other meetings in our chapter. If a Credit Union Day is planned, what is the date?

**ANSWER:**

Credit Union Day is here to stay. The third Thursday of October each year was proclaimed Credit Union Day by the President of the Credit Union National Association upon authority of the Board of Directors of the Credit Union National Association. Credit Union Day this year will be on Thursday, October 19.

I am glad to hear you say you feel this annual program brings out many

people who normally did not attend the chapter meetings. According to information received from some chapters, since the inauguration of this program in 1948 attendance at regular chapter meetings has increased because of the fine programs that have been put on by the chapters in celebration of Credit Union Day. As some of our chapter leaders put it, "It has brought about a realization to many credit union people that the credit union movement is definitely a very important part of the life of every citizen and has inspired many to give more of their help in the development of the credit union program."

**When To Help a New Man**

**QUESTION: (FROM NEW MEXICO)**

Our company recently employed a man to work in the plant who then had to move his family and household goods here from a small city in another state. He found a place to live, joined our credit union and then asked us to help him finance the cost of moving. Our Credit Committee refused to make the loan on the grounds that he had worked for our company only a month and they did not know anything about the man's credit record. As treasurer, I began to wonder if we did the right thing, and desire your opinion.

**ANSWER:**

Your company employed this man. Before doing so, they no doubt were satisfied that his references and character were good.

This should be recommendation enough. A telephone call or a letter to his home town would quickly give any additional information you might wish.

**Changing Times  
Has Credit Union Article**

"CREDIT UNIONS, what they are, the way they work, how four million people use them to invest money profitably and borrow it cheaply." These are the headlines of an article appearing in the August issue of "Changing Times," the Kiplinger magazine.

There is a lot of satisfaction to be had from reading this article and we hope all of you will put it on your must list. Believing it would be helpful in field and contact work, CUNA is arranging to send a copy of the August issue of the "Changing Times" to each member of our National Board of Directors and each of the League Managing Directors and to members of their field staff. Reprints of this article are available without charge from the Credit Union National Association.

Incidentally, the publishers of "Changing Times" extend to all interested members of credit unions who might wish to subscribe for the magazine a special professional rate of \$4.85. (this saves you \$1.15 from the regular yearly rate of \$6.00). It is important when sending in your subscriptions to mention BOX CU-8. Address: Changing Times—1729 G Street, N.W. Washington, D.C.

**Father McGuire Dies**

TO THE EARLY TIMERS in the credit union movement, Father McGuire will be remembered as having actively participated in credit union work in his church parish at Genoa, Illinois; as a former member of the Illinois League Board of Directors; as a director of the ICUL Credit Union; and as a member of the Board of Directors of the Credit Union National Association.

Early in 1940 Father McGuire went to New Mexico for his health. Still retaining his enthusiasm for credit unions, he helped to organize 29 parish credit unions in the state of New Mexico.

**Quebec To Be Hosts  
To International Meeting**

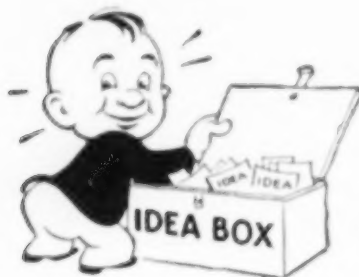
The La Federation des Caisses Populaires Desjardins leaders are now actively preparing for an International Conference of Caisses Populaires de Desjardins and Credit Union for August 24, 25, 26 and 27. The French speaking federation of credit union in Quebec also plans to dedicate their new head quarters building to Alphonse Desjardins at this time. All credit union leagues and credit unionists affiliated with CUNA are invited.

The celebration, which marks the 50th Anniversary of the founding of the first credit union in America, at Levis, is planned as a tribute to Alphonse Desjardins, who brought the credit union idea to the new world.

The program includes educational sessions on credit union principles and problems, visits to co-ops, and to La Caisse Populaire Levis, and a stage play. On Sunday morning, after an open Mass, Sen. Vaidinour will address a dinner meeting, and the new Desjardins Building will be dedicated.

Among the CUNA officials planning to attend are CUNA First Vice President E. J. Christoph of Wisconsin and Vice President J. D. Nelson MacDonald, of Nova Scotia; CUNA Mutual Directors J. W. Burns of British Columbia and Leonard Mitchell of Ontario; CUNA Supply President W. O. Knight, Jr., of South Dakota, and CUNA Supply Director D. G. Reimer of Manitoba; and C. Gordon Smith, manager of CUNA's Canadian Office.

Sessions will be held in both French and English. Credit union people from all over are invited to attend. For more information write International Convention Headquarters, Edifice Desjardins, Levis, Quebec.



# Idea Exchange

Here are new and tried publicity ideas. Ideas in the mind of the member is the first step to his participation in the credit union. "Credit union know-how" will lead him to more opportunity and happiness.

The Bridge suggests:

1. that you mark and use the ideas which attract you.
2. that you adapt them to conversation, pay inserts, circulars, blotters, posters, and house organs.
3. that illustrations be reproduced by tracing, photo-offset, or photo engraving.
4. that mats of Idea Exchange features may be purchased for 30c each from The Bridge for printing uses. (See below.)
5. that each release contain full directions as to where and when credit union service is available.

Please send copies of all your publicity material to THE BRIDGE. Your participation in the Idea Exchange is helpful to other credit unions and sincerely appreciated.

## Mats Available

Mats, from which cuts for reproduction may be economically made, are available for Idea Exchange features when so indicated beneath the feature. These cost 30 cents each. Orders should be sent, and checks made payable to THE CREDIT UNION BRIDGE, Madison 1, Wisconsin.

## Example of Other Departments Boosting the Credit Union

### MAYBE WE CAN HELP

You can obtain information concerning vacation travel, civic events, city institutions, schools and colleges, our own Choral Society, from the Employees' Credit Union which offers low cost loans and a convenient depository for your savings.

You can inspect bound files of all copies of The Field Glass ever printed and obtain unbound copies of most issues.—THE FIELD GLASS, Marshall Field and Company, Chicago.

## Records Tumble As Your Credit Union Marches Onward

Almost all previous records of your credit union were broken during March, 1950 when \$38,223.13 was loaned in 51 individual loans; \$64,551.97 cash was handled during the record month; loans made and repaid totaled \$38,152.82 and \$14,292.57 was received from you for deposit to your share accounts. Twenty-eight new members joined with you to receive the services of your credit union to bring the total active membership up to 467 at the end of March. Applications for 27 insurance policies, totaling \$1,996.45, were passed to the insurance carriers by your credit union. More automobiles were financed than in any previous month—a total of 19 car loans totaling \$22,467.82 having been handled by your credit union during the historic month.—THIRTY NEWS, Humble Employees Federal Credit Union, Longview, Texas.

## How to Build a Savings Account

The only way the average working man can save money is by setting his aim low enough that he can make it every pay day and then making the savings deposit in his credit union first out of his check. The best intentions of saving something beginning next week after all the necessary things have been taken care

of out of the check will rarely add up to any actual savings. Start now—this pay day—to save that 25c—50c—\$1.00 every payday. Make it the first "payout" out of your checks.

The savings you start now will help to provide the cash for next summer's vacation—"Junior's" schooling needs for next year—next winter's fuel supply—next Christmas' expenses or at least, in case you don't have use for these funds at any of these times, it will provide funds that your credit union can and will loan to your fellow worker to provide for the needs of his family. Also don't forget that you always have the satisfaction of knowing that because of your credit union's life savings insurance your own family will benefit through having these savings plus insurance in case anything happens to you.

You don't have any money to save—you have a loan from the credit union now. Well—if you obtained that loan from the credit union since January 1st, 1949, and have followed the request made of you at the time you obtained that loan, then you have saved some money since you obtained the loan!! Hundreds of Spicer Credit Union members have done so this year.—Spicer Mfg. Employees Federal Credit Union, Toledo, Ohio.

## High Loan Cost Revealed

A member recently applied for a loan to pay off a local Finance Company who had financed his car purchase for him in the amount of \$700. The loan from the Finance Company had been made just six weeks prior to the date he made application to the credit union to obtain the money to pay them off. He had made one payment of \$42 on the \$700 loan. On calling the Finance Company to get the payoff figure the credit union was advised that the balance due was \$696.64. Of the \$42 payment he

## for BACK-TO-SCHOOL cash

save and borrow  
at your  
CREDIT UNION

## September Poster

Remind your members and potential members of the problems your credit union will help them solve. Post these posters at every wage point.

Single posters are 25c each; additional posters in the same mailing 12½c each—all less 20% discount to member credit unions in USA. Subscriptions for 12 monthly posters 10 times above prices.

Mats available: see column one.



had been credited with \$3.36 on the loan principle. His cost then had amounted to \$38.64 on the \$700 loan for a period of six weeks. The same loan from the credit union for the same period of time would have cost him \$10.50. And this is only a sample—we can show you hundreds of examples very similar from our files—*Spicers Employees Federal Credit Union, Toledo, Ohio.*

#### Are You Purchasing A Car

You probably are and will shop around to obtain the best and most for your money. In your eagerness to complete the deal, you may simply sign the usual forms with the seller for financing the purchase without inquiring about the payment plan.

We are telling you that it is important to use good judgment and shop around for the financing too, and we know of no better place to shop for money than at your own credit union.

Before you sign on the dotted line, find out the total cost and select the financing plan which gives you the best value in interest and insurance cost, as well as convenience of making payments.

The credit union interest rate of 1% per month on the unpaid balance is equivalent to a total interest cost of \$6.50 per \$100 over a 1-year period.

A fact frequently overlooked in most financing is that the credit union automatically insures all loans against death or total and permanent disability of the borrower.

You may obtain dependable collision, comprehensive and liability insurance coverage for your automobile from your insurance agent. In addition to your scheduled monthly payment, you may pay off part or all of the remaining balance with the credit union without a penalty. Interest is only charged for the length of time you use the money. There are no fines, no hidden charges. You will find that you can't beat the plan of your own credit union.—*Northwest Engineering Credit Union, Green Bay, Wisconsin.*

#### An Unsolicited Letter

Following is part of an unsolicited letter of thanks recently received from a grateful member.

"Not long ago, I was granted a loan by the credit union, the money

to be sent to my 76-year-old mother in Cuba, for the removal of a cataract on the right eye. My mother joins me in thanks to our credit union for its promptness in granting the loan."

There are many times "when a feller needs a friend," and in your need, you will find your credit union a friend indeed. Join the big parade of happy members! See your department head or your superintendent for an application. No fuss—no red tape. The office is Room 802, 1841 Broadway, corner 60th Street. The hours are 9:00 A.M. to 5:00 P.M., Monday to Friday. You may use the garage telephone to call us.—*The Taxi Topics, National Transportation Co., Inc., New York, New York.*

#### President's Corner

On April 22, the Illinois Credit Union League held its annual con-

vention here in Chicago. Your credit union was represented by Edith Engholm, R. H. Albrecht, Pat Farna, R. R. Higgins, Jim Barclay and C. E. Whitney of the Board of Directors and by a 100 per cent turn out by the girls in the office.

The morning meetings were in the form of discussion groups, each one relating to various operations of a credit union. These were well attended and in general were very instructive and informative. It is interesting to note, however, how similar the problems are from one credit union to another no matter what the location or avocation of the members. One is sometimes prone to forget this in immersion in one's own business and the tendency to think that local problems are peculiar to one's own location.—*SWEMCU NEWS CAST, Sherwin-Williams Employees Credit Union, Chicago, Illinois.*

#### YOUR CREDIT UNION HAS LOAN PROTECTION

We insure not borrowers' lives with CUNA Mutual—then if an insured borrower dies or becomes totally and permanently disabled, HIS LOAN IS PAID IN FULL!



*No need to worry! You're safe with Loan Protection!*

**YOUR FAMILY IS SAFE—**

No worry about being left with a debt.

**YOUR CO-SIGNERS ARE SAFE—**

They'll never have to pay off your loan because of death or disability.

**YOUR PROPERTY IS SAFE—**

When CUNA Mutual pays off a loan all security is released, free and clear!



Loan Protection is supplied by CUNA MUTUAL INSURANCE SOCIETY.

The life insurance company owned and operated by credit union people.

**Not for Profit — Not for Charity — But for SERVICE!**

#### This is YOUR Credit Union!

Yes, it belongs to you! You own it and operate it!

#### SEE YOUR CREDIT UNION



When you have financial problems

When you need money

To save regularly

*We're here to help you!*

LPS Rev. 6-50

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Printed in U. S. A.

To inform your members of the advantages provided by your Loan Protection contract, CUNA Mutual Insurance Society has just released a revision of the Loan Protection form (LP-4) which is illustrated above. This new one page leaflet is available without charge and is 7" x 5" in actual size.

The leaflet is available for use with your credit union mailings, hand distribution, as a timely passbook insert for new borrowers and members, or, in a leaflet pocket of the poster frame.



**C. Incidental Intelligence**—"When you try to make an impression," some anonymous wit has said, "that's the impression you make."—*Public Relations*.

#### More Backing Behind You

When you speak of the credit union movement in America you are not talking peanuts. At the close of 1949 over six million members had more than a billion dollars in shares. Over a thousand credit unions were organized in the past year.—*O. C. Postal Credit Union News, Oklahoma City, Oklahoma*.

#### Your Credit Union Insurance

One of the easiest things to understand but the hardest to learn, is the time to save money is when you have it. Life savings insurance is the inducement which the credit union gives its members to save money, persistently, systematically, week by week, by matching each penny saved with life savings insurance.

#### How Does It Work?

A member decides to save 25¢ a day or \$1.75 per week. In a year's time, his savings will be \$91. With the credit union life savings insurance plan, he also has \$91 of life insurance. This insurance grows with the savings account until it totals \$1000. Up to that \$1000, the member (if he is physically able to perform the usual duties of his livelihood) receives life insurance at no cost to the member, the premium for this insurance is paid for by the credit union. The member also receives dividends on his savings. At the end of ten years, the member will have saved \$910 in savings and with the additional dividends that he received from the credit union, his total savings will exceed \$1100. Now the member has \$1100 in savings in the credit union and he is insured for \$1000 with life insurance from the credit union. Again we say, all this without cost to the member, and without physical examination. The only physical requirement is that the member must be physically able to perform the usual duties of his livelihood at the time he deposits money in the credit union in order for those savings to be insured.

Your credit union carries an insurance policy with the Cuna Mutual Insurance Society, that is owned and operated by the credit unions throughout the country. The premiums for this policy are paid for by your credit union from the profits

that are derived from the interest on loans. The maximum amount of life savings coverage to each member is \$1000. The age of the member at the time he deposits his money into savings is a determining factor in the amount that his beneficiary will receive at the time of death. In other words, all monies put into savings prior to age 55 will receive 100% coverage; 75% coverage on deposits from age 55 thru 59; 50% from age 60 thru 64; and 25% from 65 thru 69. There is no coverage on deposits

made after age 70. There is one other fact that we would like to impress upon the member and that is, if the member withdraws any money from his savings account, he immediately loses that amount of life savings insurance.

For full details about the life savings plan, carried by your credit union, see your treasurer, Harold de Wolfe, at 1285 Westchester Ave., Bronx, New York. Phone Dayton 9-7889.—*LOMTO BULLETIN, BROCK, New York*.

PLEASE POST

## DETROIT NEWSPAPER INDUSTRIAL CREDIT UNION

131 LAFAYETTE W., 409 TRANSPORTATION BLDG., W/Outward 1-2962

Office Hours: 9:30 A. M. to 4:30 P. M., Monday Thru Friday—Not Open Saturdays

# \$150,313.90

in new loan business made by the DNICU in May, the largest single month since we began. We are not bragging because we made that many loans. We are bragging because our members saw fit to use their own money to help themselves when they needed help; to create a profit that will accrue to them and their fellow-workers. When you are in a like situation, think this over, then come in and talk to us about it.

### Office Closed Monday and Tuesday, July 3-4

#### BALANCE SHEET—MAY 31, 1950

ASSETS			
Cash—On Hand and in the Bank	\$	87,279.57	
Loans to Members		812,803.49	
Real Estate Loans		21,614.70	
Office Equipment and Book Banks	8,844.00		
Less: Reserve for Depreciation	5,321.98	5,522.02	
Shares in Other Credit Unions		23,010.00	
United States Government Bonds		402,090.00	
Accrued Interest on Investments		1,007.95	
Bond Premiums and Expense		42.94	
Total Assets		\$1,373,370.67	
LIABILITIES			
Shares	\$1,291,204.08		
Withholding Tax Held	394.20		
Undivided Earnings	23,652.47		
Guaranty Reserve	35,488.00		
Real Estate Escrow for Insurance and Taxes	148.00		
Net profit Jan. 1 to May 31, 1950	22,485.92		
Total Liabilities		\$1,373,370.67	
No. of Members	2868	No. of Borrowers	1674

## YOU NEED the DNICU and the DNICU NEEDS YOU



ROY C. MARSHALL, Treas. Mgr.

The above appeared as a 2 column ad in the Sycamore Tribune June 13, 1950.



# March and April Gains Used Up in May and June

By W. B. TENNEY

Assistant Director of Organization

**D**URING JUNE, 27 states and provinces reported the organization of 77 new credit unions. This was one greater than last month and one less than June last year. Leading leagues for the month were Illinois and Ontario with 7 each, Michigan with 6, California, Louisiana and Ohio with 5 each. During the calendar year the first six months of 1950 show a total of 572 as compared with 493 for the same months last year and 408 for the same period of 1948. Ontario has reported 48 for the first six months followed by Michigan with 40, Texas with 39, California with 37, and Ohio with 32. In the one-or-more-each-month club the same seven leagues still hold senior membership (California, Ohio, New York, Texas, Illinois, Michigan, and Pennsylvania, in order of seniority). Two junior members, Alabama and Missouri, dropped out during June leaving Connecticut, Maryland, New Jersey, and Ontario still in the running.

## New Credit Union Drive

Four months of the present New Credit Union Drive are gone and the total reported is 403. We have practically used up the advantage inherited from March and April which means that we must really pour it on for the remaining eight months. The same four months of 1949 showed a total of 356 while the same period of 1948 showed 300. Leading leagues for the first four months are Ontario, 33; Michigan, 32; California, 29; Texas 27; Illinois 21. Following are the standings of the various districts at the end of June:

District	Quota	Organized	Percent
Eastern	135	80	41
Canadian	185	69	37
Central	180	67	37
Southern	225	77	34
Western	150	48	32
Northeastern	140	40	28
Midwestern	125	36	29

It is rather noteworthy that the top position of the Eastern District is due to a consistent effort on the part of nearly all leagues in the district rather than a concentrated drive by one or two.

Four months of the drive period have gone and 24 leagues have achieved 30 per cent or more of their



EACH MONTH our igniter above will purify our progress in the new Credit Union Drive.

The Goal: 1200 new credit unions between March 1, 1950 and February 28, 1951.

Let's all help him boil the mercury.

quota. (Since quotas are not yet available for the leagues in the Canadian District, we are unable to determine whether or not any of them also belong on the Honor Roll.) Following is the list of these Honor Roll leagues at the end of June:

League	Quota	Organized	Percent
British West			
Ireland	5	4	80
New Jersey	25	18	72
Maryland	30	14	47
Idaho	3	2	67
Wisconsin	22	12	54
Michigan	64	32	50
Alabama	18	9	50
West Virginia	10	5	50
Wyoming	2	1	50
Connecticut	25	12	48
Kansas	17	8	47
Texas	60	27	45
Tennessee	18	8	44
Pennsylvania	30	20	67
California	75	29	38
Hawaii	8	3	38
Georgia	10	3	30
Virginia	15	3	20
Arizona	2	1	50
Missouri	35	11	31
Illinois	70	21	30
Massachusetts	30	9	30
Louisiana	22	7	32
Montana	7	2	29

Following are the standings and quotas (shown in parenthesis) of the various leagues at the end of June:

## CANADIAN DISTRICT

Alberta 8, British Columbia 8, Manitoba 12, New Brunswick 2, Newfoundland 0, Nova Scotia 7, Ontario 33, Prince Edward Island 0, Quebec 2, Saskatchewan 5.

## NORTHEASTERN DISTRICT

Connecticut (25) 12, Maine (7) 2, Massachusetts (30) 9, New Hampshire (5) 0, New York (35) 13, Rhode Island (10) 2, Vermont (8) 2.

## EASTERN DISTRICT

Delaware (0) 0, District of Columbia (10) 1, Maryland (20) 14, New Jersey (25) 18, Ohio (63) 17, Pennsylvania (50) 20, Virginia (15) 5, West Virginia (10) 5.

## CENTRAL DISTRICT

Illinois (70) 21, Indiana (24) 2, Michigan (64) 32, Wisconsin (22) 12.

## MIDWESTERN DISTRICT

Iowa (23) 3, Kansas (17) 8, Minnesota (25) 3, Missouri (35) 11, Nebraska (13) 1, North Dakota (6) 0, South Dakota (6) 0.

## SOUTHERN DISTRICT

Alabama (18) 9, Arkansas (4) 1, British South America (1) 0, British West Indies (5) 4, Canal Zone (2) 0, Florida (20) 4, Georgia (15) 5, Kentucky (13) 2, Louisiana (23) 7, Mississippi (5) 0, North Carolina (17) 4, Oklahoma (11) 2, Puerto Rico (9) 0, South Carolina (4) 0, Tennessee (18) 8, Texas (60) 27.

## WESTERN DISTRICT

Alaska (1) 0, Arizona (3) 1, California (75) 29, Colorado (10) 2, Hawaii (8) 3, Idaho (3) 2, Montana (7) 2, Nevada (2) 0, New Mexico (2) 0, Oregon (9) 1, Utah (8) 2, Washington (20) 5, Wyoming (2) 1.

## Organized by National Directors

National Directors and Alternates who served in the 1950 annual meeting pledged personal support of the national organization program by setting the quota of 100 new credit unions to be organized by themselves before the 1951 annual meeting. Tabulation of results in this effort is at present incomplete. We do have a very encouraging partial report.

The Credit Union Bridge

however. Here are the results according to our records at this time:

L. B. Nixon, Connecticut**	5
H. W. Vetter, Iowa*	2
P. H. Montgomery, Calif**	1
M. F. Gregory, Illinois	1
Sidney Stahl, New York*	1
Ralph Bendel, Oklahoma*	1
B. Goetz, Pennsylvania	1
A. W. Lawry, Pennsylvania	1
C. W. Hudson, Texas	1
R. F. Berggren, Vermont**	1

\* Full time league employee.

\*\* Part time league employee.

We appreciate very much the efforts these people have made in the organization program and we hope the list grows much longer in the next few months.

#### Volunteer Organizers Contest

The current Volunteer Organizers Contest is showing steady activity. We now have six entrants who have reported one or more credit unions within the contest period. At the end of June here are the standings:

Richards, Ohio	3
Quinlan, Texas	1
Williams, Ohio	1
Holder, Tennessee	1
Keuz, New York	1
Gregory, Illinois	1

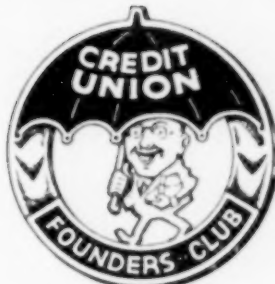
The period of the contest is from March 1, 1950, to February 28, 1951. Although four months have gone there are still eight months in which any volunteer can enter the contest and win the \$100 prize. Remember that the Executive Committee made a slight change in the contest rules so that a greater number of individuals may participate in the prizes. Under the new rules the person who organizes the greatest number of new credit unions within the twelve-month period will be adjudged the winner and will receive the \$100 first prize (duplicate awards in case of a tie). Each contestant other than the winner who organizes five or more new credit unions within the contest period will be awarded a \$50 prize. We do not attempt to believe this will adequately repay any volunteer organizer for his efforts. On the other hand it will compensate him to some degree for his trouble and should provide a little additional incentive to enter the contest. We would like very much to have 20 or more contestants and we wouldn't mind paying all of them according to the above schedule. To enter the contest follow these simple rules.

1—Send a letter to Mr. T. W. Doig, Managing Director, Credit Union National Association, P. O. Box 431, Madison 1, Wisconsin, stating your intention to enter the contest and listing any credit unions you have organized since March 1, 1950.

2—Soon after the organization of each credit union, advise Mr. Doig of that fact.

3—On or before March 31, 1951, send Mr. Doig a complete list of all credit unions you have organized in the contest period.

Any volunteer organizer may enter and any contestant can win a prize. Enter your name now and with your letter of entry ask for the free Volunteer Organizers Kit of useful material.



#### Founders Club New Members

Since our last report the following new members have been admitted to the Founders Club:

Mr. William W. Vreeland, Washington Telephone Federal Credit Union, Washington, D.C.

Mr. Edward H. Darcey, Washington Telephone Federal Credit Union, Washington, D.C.

Mr. George H. Denham, Washington Telephone Federal Credit Union, Washington, D.C.

Mr. Harry Williams, Lower Camaria Federal Credit Union, Johnstown, Pennsylvania.

Mr. Harry Peltier, Monaghan Columbus Federal Credit Union, Detroit, Michigan.

Mr. Clarence Howell, Detroit Teachers Credit Union, Detroit, Michigan.

Mr. Arthur Gilroy, Motor City Coop Federal Credit Union, Detroit, Michigan.

Mr. Oliver Gormley, Motor City Coop Federal Credit Union, Detroit, Michigan.

Mr. Richard G. Burdeshaw, Alexandria Postal Credit Union, Alexandria, Virginia.

Mr. Walter E. Corria, Elizabeth Daily Journal Federal Credit Union, Elizabeth, New Jersey.

Mr. Joseph A. Flannery, Newark Fireman Federal Credit Union, Newark, New Jersey.

Mrs. L. E. Butler, Christian Credit Union, Coffeyville, Kansas.

#### Book of Facts Out

On CUNA Mutual Insurance

Is YOUR INSURANCE SOCIETY sound? Who is eligible for insurance? How much can one person buy? What are the rates? How to arrive at a sound insurance program and how to go about buying insurance from CUNA Mutual Insurance Society?

The new booklet, "Protect Your Loved Ones with CUNA Mutual Low Cost Insurance," has the answers! The knowledge an individual requires for his personal insurance planning is listed. The booklet gives a clear condensed explanation of the various CUNA Mutual insurance contracts.

Designed and produced to bring more insurance facts to every credit union member in an easy-to-understand manner, the new booklet (3½ inches by 9 inches and 16 pages) is now available for distribution to members without cost from CUNA Mutual.

You will find that you have an excellent fund of insurance information at your fingertips by combining this new booklet with the leaflet, "Why Life Insurance?" by Gene Cotterman, which is available for quick reference from CUNA Mutual Insurance Society, also free of charge.



# The Way I See It

## Observations

FROM: SOUTH CAROLINA CREDIT UNION  
LEAGUE BULLETIN

As National Director for South Carolina I attended the 16th annual meeting of the Credit Union National Association which was held on the week end of May 12, at Madison, Wisconsin. The meeting was a momentous occasion and another milestone in the history of the credit union movement. The dedication of Filene House, the headquarters of the credit union movement, with President Truman laying the cornerstone, will long be remembered by the thousands of credit unionists who witnessed the ceremonies.

Roy F. Bergengren, Managing Director Emeritus, Credit Union National Association, at the cornerstone laying ceremony, made the most sincere, interesting, and inspiring address I have ever had the pleasure of listening to. He dedicated Filene House to the memory of Edward A. Filene, our Founder, to tolerance, brotherhood, friendship, service, hope, and to the men and women all over North America who manage little credit unions and big credit unions and thousands of credit unions in between, who give limitless service to chapters and leagues and to their own credit unions.

The building itself is wonderful, spacious, plenty of natural light, and modern in every way. The management and employees whom I met were pleasant, cooperative and deeply interested in their work; therefore, I came home feeling that when Filene House is occupied as the National Headquarters, we in the credit union movement could be sure of one thing—credit unions in America will grow, and grow, and grow.—J. G. Thomas, National Director from South Carolina.

## "Don't You Dare"

TO: THE CREDIT UNION BRIDGE

Don't you dare stop my Bridge!! Just got back from Mexico City, Mexico. Traveled 3,000 miles in Mexico—and I talked Credit Unions to those fine people—and what a field for Credit Unions—I hope some day that we will have credit unions in Mexico associated with CUNA.

That may not be too far off.—Mr. A. H. Toussaint, Treasurer, Crawford Co. Kansas Postal Employees Credit Union, Pittsburg, Kansas.

## Some Change In 15 Years

FROM: MANAGING DIRECTORS REPORT,  
FLORIDA CREDIT UNION LEAGUE

You might be interested to know that we have one credit union today that has more assets than all the credit unions in the state of Florida had 15 years ago. Then when we look around, we see the best people in the world joining hands to carry this movement forward. For the first year or two we had what is sometimes called a paper league. Today we are proud to report that we are more than that and, too, we are taking our rightful place among the other 56 leagues.

There are 206 credit unions in the state of Florida.

Perhaps 1949 was the greatest year in the league's history in that 32 credit unions were organized.

We have work to do and need your help.

As the good book tells us, "It is more blessed to give than to receive."

we are not asking you to give for the sake of giving, but we hope you will be willing to assist us in the things we need and are striving to do—that is, to carry this movement to the people who do not have or enjoy the privilege of a credit union. We, the employees, are endeavoring to organize new credit unions and help those that are in need of help. This movement was founded more or less on a voluntary basis, and we hope we will continue to have that splendid cooperation from all of you. In fact, we hope we will get more help and you good people will put forth a greater effort to help us do the job.—Florida Credit Union League, Miami, Florida.

## An Unexplored Service

FROM: BRITISH COLUMBIA CREDIT  
UNIONIST

Most credit union officers know of Cuna Mutual Individual Life Insurance, but it is questionable if they know enough of it to become enthusiasts about it. Yet it is probably one of the greatest services that officers can bring to the attention of their members, and a thorough appraisal of this Cuna service will bring out this fact to a startling degree.

It is a service that is almost unknown to most members of credit unions here in B. C., yet it is one that can give immediate and lasting benefit to all members who take part in it.

A simple solution would be to slide the whole business on to the back of

Now Available

## 1949 Bound Volumes

of

## The Credit Union Bridge

A reference guide for operating plans and practices, and historical events.

Committees responsible for annual meetings, membership drives, member publicity, to increase the shares or the loans—will find more helpful ideas as these yearly volumes are accumulated.

Price \$3.50

The Credit Union Bridge

P.O. Box 421, Madison 1, Wis.



the treasurer; but, in most cases, that overworked individual will not be able to meet the demands of the situation. A better solution would be for each credit union to select an insurance committee who will undertake the job of absorbing the necessary knowledge and dispensing it where it will do the most good. The problem is big and intricate enough for the erection of such a working committee, and the time is ripe enough also. For our members are buying insurance from outside sources continuously, and babies are born almost daily to some one or other of the families who compose our ever-growing credit union family.

### Can You Top This Or to a Quick Start

THE OFFICERS of the new credit union to serve the employees of General Motors in Kansas City had just been elected when in walked a man wanting \$100. The applicant's mother had just died and he needed \$100 to help with the expenses. The new credit committee met and approved their first loan before they had been elected 15 minutes. The new treasurer borrowed a check which he made out to the borrower for \$100; had him endorse it, and the treasurer gave him \$100 cash which had been collected for the check.—Reported by Henry Petersen, managing-director of the Kansas Credit Union League.

### R. H. Pitts Dies



MR. PITTS attended the first national meeting of credit unions held at Estes Park, Colorado, and signed the original constitution to establish the Credit Union National Association.

When the Texas Credit Union League was formed he was elected its president. Mr. Pitts was employed with the Dallas, Texas post office.

### Organization Drive

THE HAMILTON CREDIT UNION Chapter is going to put on a drive to organize new credit unions. This is where you can do something for the movement. Oh, we are not asking you to go out and organize a credit union, (but no one would object if you did, in fact you would be honored by the National Association and be made a member of the Founders Club) all we are asking of you is, talk credit union to your friends and relatives, especially if there is no credit union at the place where they

work. Talk credit union until everybody else is talking credit union, then the people who do not know about credit unions will begin to ask what are they.

If you get a few interested enough to want to know how to start a credit union, let the editor know who they are and the firm or organization they are connected with and he will see that the Chapter Organizing Committee is informed and these experts will get in touch with them and start them on the right road.

There are over 200 firms in Hamilton who are able to support a credit union, yet do not have one, many of

these firms would jump at a chance of having one if they only knew about them or knew where to get help to get one started, so talk credit union, let them know they can have help to get started. Talk, talk, talk.—THE EYE OPENER, Canada Works (Stelco) Credit Union, Limited.

### Coming Events

October 13-14-15—Wisconsin Credit Union League annual meetings, Hotel Athearn, Oshkosh, Wisconsin.

April 13-14, 1951—Illinois Credit Union League annual meeting, Hotel Sherman, Chicago, Illinois.



## POSTER-A-MONTH

A bright new poster, in two or more colors, every month. SUBSCRIBE NOW and join the 1,000 and more credit unions who are already using these posters successfully. As one treasurer writes, "This credit union will not be without it since it has done so much for us."

Order from your league supply department or

### Cuna Supply Cooperative

Madison 1, Wisconsin; in Canada, Hamilton, Ontario

Owned and operated by credit unions through their leagues.

## Operations of Federal Credit Unions During 1949

THE BUREAU of Federal Credit Unions, Social Security Administration, has completed its report on operations of Federal Credit Unions during the calendar year 1949. The report shows that all previous records were surpassed during 1949 in the number of operating Federal credit unions, volume of loans outstanding, and amount of members' shareholdings. The number of new Federal credit union charters issued during 1949 was the highest since 1941.

Membership in the 4,485 operating Federal credit unions totaled 1.8 million, an increase of 200,000, or 12 percent, over 1948. Loans to members increased \$49 million from \$138 million to \$186 million during the year. The average size loan granted was \$260 in 1949 as compared with an average of \$227 during 1948. Average shares per member increased \$13 to \$157 at the end of 1949.

The 1949 report contains a review of the development and trends of Federal credit unions since the passage of the Federal law in June, 1934. This analysis last appeared in the report for the year ended December 31, 1944. This report makes a comparison with the trends and characteristics described in the 1944 report.

A limited number of copies of the report of Federal credit union operations for 1949 is available for free distribution. Requests for copies of this report should be addressed to the Bureau of Federal Credit Unions, Social Security Administration, Federal Security Agency, Washington 25, D. C.

## Credit Unions Up In Lending Ranks

THE OUTSTANDING consumer installment loan balances of credit unions surpassed the combined total of Industrial Banks and Industrial Loan Companies during May according to reports released by the Board of Governors of the Federal Reserve System in July.

The figures for the outstanding loan balances show in millions of dollars as follows:

Year	Credit Unions	Industrial Banks & Industrial Loan Cos.
1947	225	300
1948	217	364
1949	407	425
May 31, 1950	451	449

The outstanding balance of consumer installment loans was estimated at \$3,900 million as of May 31, 1950. Commercial banks lead with

small loan companies in second position.

Lender	Amount
Commercial Banks	\$2,131
Small Loan Companies	958
Industrial Banks	367
Industrial Loan Companies	182
Credit Unions	451



William O. Knight, President

### CUNA Supply Cooperative

WILLIAM O. KNIGHT is the newly elected president of CUNA Supply Cooperative. To find out the credit union background that led to his selection for this position I presented him with a number of questions, and below are the questions and answers.

**Mr. Knight, how did you first become aware of credit unions and get started with credit union work?** **ANSWER:** George Boyd of the Federal Credit Union Section appeared on the scene in Sioux Falls, South Dakota, in August, 1938, to organize a credit union for the city employees. I had never heard of credit union before, but the idea sounded good to us, and we voted to apply for a charter. I began my active credit union work at the organization meeting of that credit union. I was elected president and still serve in that position.

**Did you serve in any league capacities before you became a National Director from South Dakota?** **ANSWER:** Yes! First my credit union had selected me as one of the delegates to our league meetings. In 1942 and 43, I served as president of the state league, and as National Director in 1943. In 1944 I was named Managing-Director of the South Dakota Credit Union League, as a side duty to my regular employment.

**Have you served in any special assignments as a National Director?** **ANSWER:** Yes! I have been chairman

of the Resolution Committee for the last four annual meetings. Then in 1947 I was made a member of the CUNA Supply Cooperative board of directors, its treasurer in 1948, and secretary in 1949.

**What kind of work do you do for the city of Sioux Falls?** **ANSWER:** I have been clerk of the Municipal Court since 1938, and was deputy clerk for 5 years preceding that.

**Where did you take your schooling?** **ANSWER:** Other than high school I attended Sioux Falls College for two years, and then the University of South Dakota for 3 years where I studied law.

**What extra-curricular activities do you glory in?** **ANSWER:** In college and university they were in oratory, debate, dramatics, and radio. I still have the same interests. A few months ago I played the leading role in "Years Ago" by Ruth Gordon, and occasionally take parts in radio plays.

**Are you married Mr. Knight?** **ANSWER:** I was married in 1930, and my wife Maureen and I are proud of our 2 daughters, Carolyn and Sally, who are 18 and 12 years old.

## Michigan Hires D. J. MacKinnon



DONALD J. MACKINNON has been added to the staff of the Michigan Credit Union League. Mr. MacKinnon was one of the top organizers in the 1949-50 Cuna Volunteer Organizers Contest with 14 new credit unions. He was the instigator of the Monaghan Columbus Federal Credit Union in Detroit, Michigan and its president since it was organized in 1947. This credit union serves Monaghan council of the Knights of Columbus. The assets of this credit union reached \$5,000 in 1947; \$40,000 in 1948; \$81,000 in 1949; and was over \$115,000 in April of 1950. He also served as vice-president of the Detroit Chapter of Credit Unions.

Mr. MacKinnon was born in Detroit, where he also attended elementary schools and the University of Detroit. In the period between being a student and a member of the Michigan league staff, Mr. MacKinnon worked as foreman of aircraft inspection at the Ford Rouge plant; assistant-manager of a small loan company; and as collection manager for a Sears Roebuck retail unit. He is married and has a boy of 6, another 3, and a 6 months old baby.

# Complete Member Coverage

Available thru

## CUNA AUTOMOBILE INSURANCE PROGRAM

**BODILY INJURY LIABILITY** protects you against claims for bodily injury to or death of other people.

**PROPERTY DAMAGE LIABILITY** protects you against claims for damage to the property of others.

**COMPREHENSIVE COVERAGE** protects you against loss of or damage to your car from practically any cause, such as fire, theft, windstorm, or any other damages not specifically excluded in the policy, except those caused by a collision or upset.

**COLLISION OR UPSET** covers your own car. In case your car is damaged in a collision with another automobile or other object, or is accidentally upset, this coverage protects you.

**MEDICAL PAYMENTS COVERAGE** pays for medical aid and similar expense to yourself, and your wife (or husband) and occupants of your car in case of injury.

**TOWING** pays for towing and emergency road service charges.

**BAIL BOND EXPENSE** will be paid by Employers Mutual up to a cost of \$100 for each bond required because of an accident or traffic law violation in which you are involved.

**A Program for Better Coverage and Better Service for the Members  
and More Auto Loan Business for the Credit Union**

For further information write Cuna or  
our Credit Union Insurance Department.



### Employers Mutual Liability Insurance Company of Wisconsin

Home Office: Wausau, Wisconsin

Credit Union Insurance Department: Wausau, Wisconsin



## ***MAKE HAY WHILE THE SUN SHINES!***

While you're still young, and the cost is low

get the life insurance you need from CUNA Mutual.

Remember, the longer you wait the more it will cost you . . .  
and every day you put it off, you place your loved ones in danger.

Make hay while the sun shines—write us today  
for CUNA Mutual's money-saving rates. Tomorrow may be too late!

**CUNA MUTUAL INSURANCE SOCIETY**  
MADISON, WISCONSIN • HAMILTON, ONTARIO

